Constructing and Marketing the Ideal Homeowner Lifestyle: 
The 1954 Parade of Homes in Madison, Wisconsin

Monica Welke

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Anna Andrzejewski
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During the twentieth century, Americans witnessed and participated in the unprecedented growth of the homebuilding industry. The demand for housing increased sharply following the Great Depression due to New Deal policies that encouraged home building and homeownership, and the stress on the housing market grew accordingly. In response to the heightened need for housing, the National Home Builders Association and the Home Builders Institute of America merged in 1942 to form the National Association of Home Builders (NAHB).¹ Created as the trade association for the American building industry, the NAHB provided a much-needed voice for the nation’s contractors and their customers, promoting homeownership and quality building practices. The need for such an organization became increasingly apparent following World War II as American troops returned stateside ready to purchase houses with the new loans afforded through the Servicemen's Readjustment Act of 1944.² Families desired their own homes, and the postwar years witnessed a remarkable increase in single-family home construction, with only 114,000 homes built in 1944 and 1,692,000 constructed in 1950.³ As a celebration of this building boom and a marketing opportunity to highlight the latest innovations in home construction, the NAHB founded National Home Week in the fall of 1948. Over 75 cities participated in this event, later to be known as the Parade of Homes.⁴

² United States Statutes at Large 58 Stat. L. 284.
The Madison, Wisconsin chapter of the NAHB, the Madison Builders Association (MBA), hosted its fourth annual Parade of Homes in September 1954. This Parade featured nineteen single-family dwellings, each constructed by a local builder or construction company. Located in Odana Heights at the corner of Odana Road and Anthony Lane (Fig. 1), the 1954 Parade of Homes marked the first time the MBA developed subdivided farmlands solely for the Parade event. In order to build at this location, crews had to excavate and level the land in addition to plotting and planning three new streets. The MBA developed 11.8 acres of “raw land” in order to host its largest event to date. The 1954 Parade of Homes showcased the latest and greatest advancements in home design, building materials, and household technologies. For an admission fee of twenty-five cents, visitors could tour all nineteen houses. They also received a plan book containing a drawing, basic floor plan, and description of each home, as well as advertisements for local electrical companies, paint suppliers, and other businesses concerned with home construction.

This investigation of the 1954 Parade of Homes is largely founded in the tradition of material culture studies. The plan book and associated advertisements and newspaper coverage are handled as primary evidence to uncover the relationships between the builders, the public, and the Parade of Homes. Using this primary source material, the study places the Parade in the larger context of postwar home construction in Madison.

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5 The Madison Builders Association assigned a number to each of the 19 homes. This number corresponds with the original lot numbers of the subdivision’s plat in May 1954 as well as the information provided in the 1954 plan book—Madison Builders Association, This is Your 1954 Plan Book: 4th Annual Parade of Homes (Madison, WI: Madison Builders Association, 1954). The plan book does not include homes 3, 10, 15, and 16. These corresponding lots were not developed until after the 1954 Parade of Homes (as per City of Madison Building Permits).

and beyond. I analyze the written material as well photographs and drawings in order to better understand the motivations, goals, and outcomes of the 1954 Parade of Homes. By using visual, qualitative, and quantitative analysis, I argue the Parade of Homes played a significant role in constructing and promoting a lifestyle of ease and excess achieved through homeownership.

Many authors have investigated the growth and character of the American postwar suburb. In his groundbreaking text *Crabgrass Frontier: The Suburbanization of the United States*, historian Kenneth T. Jackson examines American suburbia and traces its foundations in American culture. His chapter “The Baby Boom and the Age of the Subdivision” is particularly relevant to this study, as it outlines the major characteristics of the postwar suburb as well as the motivations for many new single-family home builds. According to Jackson, postwar suburbs tended to be located on the periphery, have a relatively low building density, display “architectural similarity,” be easily available, and demonstrate “economic and racial homogeneity.” The 1954 Madison Parade of Homes development fits all of Jackson’s defining criteria. It is therefore necessary to consider the Odana Heights Parade in terms of the suburban experience.

Other suburban inquiries provide helpful ideas and methods for considering postwar suburbia and the life of the homeowner. While Dianne Harris’s *Little White Houses: How the Postwar Home Constructed Race in America* creates questionable causational links between prescriptive literature and the lived experience, it does raise thought-provoking concepts for understanding possible connections between suburban homes and their owners’ identities and lives. Dolores Hayden also investigates the

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7 Jackson, *Crabgrass Frontier*, 238-241.
postwar suburb and the homeowner lifestyle, contending that the home became a tangible symbol of “American hopes for the good life.”\(^8\) Using the ideas presented by Harris and Hayden, this study attempts to place the Parade of Homes within these postwar frameworks of suburban homeownership.

Little work has been done concerning the Parade of Homes within this context of suburban development. In his book *Architecture and Suburbia: From English Villa to American Dream House, 1690-2000*, John Archer briefly mentions the Parade of Homes as a real estate tool for creating and selling the idea of the American dream house.\(^9\) In the most comprehensive study available regarding the Parade of Homes, architectural historian Samuel T. Dodd examines the Parade as an influential advertising method for the merchant-builder. Dodd investigates the Parade of Homes on a national level before narrowing his focus to the 1955 Houston, Texas Parade. Using articles from *House & Home*, Dodd’s Master’s thesis contextualizes the Parade of Homes within the larger framework of the postwar homebuilder.\(^10\) This study of the 1954 Parade of Homes in Madison builds on Dodd’s investigation. As the Parade of Homes has already been established as a marketing tool for selling the home, this analysis examines Dodd’s idea that “the publicized result [of the Parade of Homes] was an improved standard of life – one of safety, privacy, spaciousness, and style.”\(^11\) Presented in Dodd’s conclusion, this idea is not thoroughly scrutinized or explained. Like the prescriptive literature from *House & Home* examined by Dodd, the Parade of Homes plan book and supporting

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\(^11\) Dodd, “Merchandising the Postwar Model House at the Parade of Homes,” 63.
advertising materials can be studied to better understand the ideas of homeownership and domesticity presented to postwar Americans. Looking specifically at the promotional materials, this study explores how the Parade of Homes sold ideal visions of homeownership in addition to the houses themselves. It uses the primary source material in order to expose the methods used by the NAHB to craft the Parade of Homes as an instrument for constructing and marketing the model life of a homeowner.

While the Parade of Homes affords many opportunities and avenues for exploration, this investigation focuses on the promised homeowner lifestyle presented at the 1954 Odana Heights Parade. As a national phenomenon, the Parade of Homes offers valuable insight into the postwar building boom and the commercialization and commodification of the single-family home. Concentrating narrowly on one particular Parade of Homes, this analysis serves as a case study that can be used to guide further research concerning the American building industry and the growth of postwar suburbia. By looking specifically at the relationship between the Parade of Homes and the pressures to build, sell, and purchase houses, this study highlights the Parade’s important social initiative of promoting homeownership and uncovers the carefully constructed “improved” standards and conventions for living offered by the Parade of Homes.

Two years after the National Association of Home Builders created National Home Week, the Madison Builders Association organized its first Parade of Homes. The 1950 Parade showcased twelve houses located across Madison (Fig. 2). Excited for Madison to host its first home show in over ten years, the Wisconsin State Journal predicted thousands of visitors to this four-day event.12 Eight homes within the Parade

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were part of the “Good American Homes” program. As part of the program, all of these homes had an accompanying budget. Priced at less that $12,000 each, the Good American Homes demonstrated just how much was possible with a smaller budget.

Executive secretary of the Madison Builders Association Lowell Garretson told a local reporter that these homes were created “to show these people that they can afford to buy a Good American Home and live a good life within their income.”

Directly relating the home with a “good life,” Garretson underlines the organizer’s belief in achieving a better life through homeownership. However, even though the Builders Association organized the Parade, this event was concerned with more than marketing and selling houses. This was an occasion for homebuilders as well as hardware store owners, appliance salesmen, and other home industry professionals to share all of the new developments and opportunities available in their respective areas. The Parade boasted numerous displays and demonstrations highlighting the newest heating systems, paints, dishwashers, and more. There was even a television presentation in which visitors could see themselves projected on an RCA TV.

After touring the various houses, Parade goers beheld all of the lust-worthy commodities that could fill their homes. Madison’s first Parade of Homes provided visitors with a glimpse of the easier, more exciting, and even better life they could live in a home of their own.

Featuring seven more homes than Madison’s first Parade, the 1954 Parade of Homes showcased the most houses of any National Home Week event in the Madison Parade’s four-year history. In order to provide a cohesive visual experience for Parade visitors, the Madison Builders Association worked with the homebuilders and local

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14 Wickoff, “Show to Open Thursday.”
decorators to create “color harmony” among the nineteen houses. Given a few choices for the exterior paint, builders worked with design professionals to choose colors that correlated with the rest of the homes in the Parade. This visual consistency created a relationship between houses, producing an ideal image of the suburban neighborhood. Using colors to create visual harmony, the Madison Builders Association highlighted the potential unity and community afforded by the Odana Heights development.

Situated on Odana Road, Anthony Lane, and Builders Lane (now known as Somerset Lane), the Parade’s site was the perfect location to advertise the benefits of homeownership. A 1954 aerial view of the Parade demonstrates that while the location was bordered by farmland to the west, already established neighborhoods surrounded Odana Heights to the north and south (Figure 3). In addition, the area was continuing to grow, as evidenced by the newly and nearly constructed homes at the foreground of the image (located on the north side of Odana Road). Unlike many new developments, Odana Heights, on the edge of Westmorland, featured an already established neighborhood in addition to further opportunities for growth and development. The 1954 Parade site allowed interested homebuyers the opportunity to purchase or build a home in the rooted and thriving west side development of Westmorland.

In addition, Westmorland offered numerous community resources that served as enticing benefits for potential homebuyers at the Parade of Homes. Our Lady Queen of Peace Elementary School had opened five years earlier, followed by the opening of Midvale Elementary School in September 1951. In addition, Mount Olive Lutheran, Our Lady Queen of Peace Catholic Parish, and Bethany United Methodist Church had long

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served residents of the neighborhood. The schools and churches provided the neighborhood with community gathering places as well as opportunities to build relationships with nearby families. Parade visitors witnessed the benefits of these community organizations already thriving in Westmorland. They, too, could become members of this neighborhood and have access to its amenities if they purchased one of these homes. Westmorland also promised an active social calendar to prospective homebuyers as the Westmorland Community Association (WCA) continued to grow during the 1950s. The WCA organized dances, a Fourth of July Parade, block parties, and more for the neighborhood residents. As an established community, Westmorland alleviated homebuyers’ potential concerns of isolation and provided the ideal backdrop for the Parade of Homes’ picture-perfect promises.

The homes themselves also tempted visitors with the improved standards of living available through homeownership. Local businesses outfitted these nineteen ranch houses with Jalousie windows, air-conditioning units, brand new drapes, and electric ranges. The landscaped yards invited visitors to picture themselves enjoying their patios and screened porches and interacting with their neighbors. Homes advertised “step-saving” and efficient plans that allowed residents more recreational and hobby time and less time attending to household duties. This newfound free time promised by the plans and appliances allowed future homeowners the comfort of sitting back and enjoying their space. As a one-stop shop for all the cutting-edge conveniences and trends in home design, the Parade of Homes constructed an image of the modern, timesaving, and relaxing lifestyle available to the homeowner.

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17 Westmorland Neighborhood Association, Westmorland, 84.
Considering the Parade of Homes as an overall experience, the information included in the Parade’s plan book can help explain the principal messages presented at the Parade. To better market their homes, the builders and construction companies wrote short descriptions highlighting the key features in each house. Looking at these descriptions collectively, certain themes become apparent. Incident analysis reveals that the description “large” appears most frequently (Figure 4). Whether describing bathrooms, recreation areas, mirrors, or closets, references to “large” elements of these homes appear thirty times throughout the supplied home blurbs. These houses were, in fact, larger than any homes presented at the previous three Parades, and visitors noticed.

In the *Wisconsin State Journal*’s special *Parade of Homes Edition* from September 19, 1954, one headline proclaims “Parade Homes Grow Bigger.” This growth in size is easily illustrated by examining the homes’ bedrooms. In earlier Parades, most houses featured two bedrooms. There was only one two-bedroom home in the 1954 Parade (House 2). Fifteen of the remaining homes contained three bedrooms, two houses had three bedrooms with a den that could be converted into a fourth, and one home showcased four bedrooms (House 22). The Parade itself was larger than ever before and the homes had larger floor plans and boasted bigger rooms and features. Highlighting the size and scale of their homes, builders celebrated the space available to a home-owning family.

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18 In order to produce this information, I recorded all of the adjectives and features (“feature” defined as appliance or specialized architectural component such as closets and fireplaces) highlighted in Madison Builders Association, *This is Your 1954 Plan Book: 4th Annual Parade of Homes*. Similar terms, such as “outside” and “outsiders” and “easy” and “easier,” were assigned one corresponding term in order to group complementary ideas. I then entered all terms into a word cloud generator in an effort to visualize the data.

The plan book also highlights the importance of “design” within the Parade’s homes. Including only ranch style houses, the Parade promoted a particular home design. Ranch houses appealed to postwar sensibilities of efficient space planning and reduced traffic within the home. Limited to one main story, the ranch house allowed mothers to go about their daily routine without the hassle of stairs and created easy access to areas for play and work. The carefully designed layouts of the Parade of Homes houses appealed to this desire for efficiency and ease. The home designs also afforded maximum comfort, including dedicated spaces for social interaction and privacy. In all of the 1954 Parade houses, the bedrooms are clustered near each other, creating a separate, private space for sleeping and retreat. The builders created these homes as the ideal dwelling for the postwar suburban family. Carefully designing the structures to allow for maximum efficiency and convenience, the builders tempted homebuyers with the concept of what a modern home should look like and how a family could live comfortably within the space. The homes also appeared to be custom designs, including special built-in cabinets and appliance allowances not available in the average rental home or prefabricated dwelling. Emphasizing the careful designs of each of the homes, the builders created a sense of uniqueness and exclusivity provided by the Parade of Homes houses. However, even though the homes appeared unique and custom, the plans were available for purchase and construction by Madison area builders. The builders even advertised available lots for house construction. These well-designed homes were presented at the Parade as desirable as well as attainable.

20 “Design” is reference 21 times in This is Your 1954 Plan Book: 4th Annual Parade of Homes.
Although all of the homes in the Parade presented the latest and greatest in home design and convenience, each of the houses was quite distinct and highlighted certain features to specifically appeal to particular buyers. Cliff Kolberg’s three-bedroom ranch advertised “simplicity in modern design and comfortable family living” (Figure 5).\footnote{Madison Builders Association, \textit{This is Your 1954 Plan Book: 4th Annual Parade of Homes} (Madison, WI: Madison Builders Association, 1954), 23.} The home’s low, horizontal profile and wide overhanging eaves corresponded with popular notions of “modern” home design.\footnote{Wright, \textit{Building the Dream}, 251. Gwendolyn Wright argues that the ranch house “evoked a rambling dwelling to most postwar buyers, which perhaps explains the great popularity of the design.”} In addition, the bedrooms were separated from the living areas, creating two distinct sections for living and relaxing. The home also boasted a screened porch to permit outdoor dining and entertainment. Moreover, Cliff Kolberg’s house was one of the few Parade homes to advertise air conditioning, allowing for year-round comfort within the dwelling. A corresponding advertisement from the \textit{Wisconsin State Journal} refers to this house as “Ranch Home Enchanted” (Figure 6).\footnote{Cliff Kohlberg, “Ranch Home Enchanted” advertisement, \textit{Wisconsin State Journal, Parade of Homes Edition}, September 19, 1954.} Created with the modern American family in mind, this home captivated Parade visitors with its eight closets and “charming” bathroom. Employing words like “enchanted” and “charming,” Kolberg presented the home as an almost magical entity, capable of generating and playing host to the homebuyers’ dreams. This house afforded a lifestyle of comfort and leisure—a way of life that could be achieved through the purchase of the home.

Miller Industries also presented a home that appealed to the growing, modern family. Like Kolberg’s house, this home presented separate living and sleeping quarters (Figure 7). However, the bedrooms of Miller Industries’ house are even more detached, projecting off the back of the home to create a T-shaped floor plan. Only accessible via a
hallway off the kitchen, the bedroom area afforded maximum privacy. In the more public area of the home, the living room and dining room merge with the kitchen, providing an open floor plan that allowed for interaction between family members in different areas of the house. Appealing to notions of usefulness and ease, Miller Industries were sure to mention that the kitchen’s island sink “makes house work a pleasure” and the bathroom’s automatic laundry machine is “a new practical idea.” Relating comfort, leisure, privacy, and space to “suburban living,” this house specifically advertised the lifestyle benefits of buying a suburban home of one’s own.25

Taking the notion of privacy one step further, Bauer and Needham presented a house with the garage separating the living and sleeping areas (Figure 8). Placed at the center of the home, the garage functioned as a sound barrier between the public and private spaces in the dwelling. This layout also highlighted the importance of the garage in modern suburban home design, essentially locating the single-car garage in the most prominent location. While all of the homes included in the 1954 Odana Heights Parade featured garage space, this house is the only home to incorporate the garage as an important element in the overall design. Other houses had garages located at the periphery of the dwelling; this home showcased the garage as the heart of the house. Homeowners would encounter the garage every time they moved between the living room and the bedrooms. The garage’s central location served as a constant reminder of the car’s importance to the postwar lifestyle as well as the desire to effectively divorce private and public areas of the home. Placing privacy and the convenience of the automobile at the center of the house, Bauer and Needham underlined the importance of modern ideologies in the overall design of the home. This house appealed to homebuyers

25 Madison Builders Association, This is Your 1954 Plan Book, 29.
interested in achieving new levels of independence through the purchase of a home, and its design emphasized how a house could help potential buyers achieve their goals.

Other homes appealed to more practical desires of prospective homebuyers. A four-bedroom house by Grant Kittle provided all the modern necessities on a smaller scale (Figure 9). This home featured the most bedrooms of any 1954 Parade home, yet it was built on a “medium-sized” lot. Unlike most featured houses, Grant Kittle’s house marketed a “compact design.” Larger families were able to picture themselves living in this house without appearing excessive or breaking the budget. The home’s corresponding *Wisconsin State Journal* advertisement also proclaims that “gadgets were omitted in favor of space and quality construction” (Figure 10). Addressing homebuyer desires for high quality housing, Kittle purposefully eliminated extraneous features in order to highlight the construction and design of the home. This called the Parade goers’ attention back to the space itself, underlining the lifestyle of convenience and efficiency produced by careful design. The house also stood out visually from the rest of the Parade homes. Like the other ranch houses featured in the Parade, this home’s low lines and large overhanging eaves were aligned with contemporary architectural styles. However, the home differed in its use of vertical siding that contrasted the home’s horizontality. With a flat-roof garage connected to the home by a porch and large a brick plantar extending across the front of the home, this house appeared different from the rest of the homes showcased in the Parade. Once inside, visitors took note of Kittle’s advertised “easy living,” which was apparent in the open floor plan, numerous closets, and oversized garage. This home answered the sensible wishes of many Parade goers interested in

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26 Madison Builders Association, *This is Your 1954 Plan Book*, 41.
attaining a life of ease and comfort in an attractive home without appearing ostentatious or extravagant.

Appealing to a wide variety of wishes and interests, the Parade of Homes provided visitors with a glimpse of the potential life of a homeowner. However, this display was about more than selling homes. Declaring that the Parade of Homes is a “civic and educational enterprise to promote better living through homeownership,” the Madison Builders Association boldly proclaimed the correlation between improved living and purchasing a home.28 It was the Builders Association’s civic duty to educate the public on the benefits of homeownership and promote community development. However, as the representative body of Madison-area homebuilders, the MBA could not completely divorce itself from the capital gains afforded through the purchase and construction of new area homes. Appealing to Parade goers interest in changing and improving their lives, the MBA was able to walk the fine line between economic and educational enterprise. The president of the Madison Chamber of Commerce echoed the Parade’s mission, stating that “[the Parade of Homes] encourages a better standard of living as it sells homeownership and community pride.”29 For the Chamber of Commerce and the Builders Association, the Parade of Homes was just as much educational endeavor for proving the necessity and advantages of homeownership as it was a marketing tool for selling homes and domestic wares. As an informative initiative, the Parade of Homes presented the public with innovations that could make household tasks easier and more efficient and the home more stylish and inviting. It also offered visitors a

28 Madison Builders Association, This is Your 1954 Plan Book, 1.
chance to consider the possible community benefits of homeownership, including an improved lifestyle and a sense of neighborhood pride.

In order to further educate the public on the benefits of homeownership, the Builders Association incorporated information regarding the history and growth of homeownership into the marketing materials for the event. A map of the United States included in the plan book indicates the percentage of dwelling units occupied by homeowners in 1950 (Figure 11). Looking at the map, visitors could see that homeowners occupied 63.5% of all dwellings in Wisconsin. This number was slightly lower than the occupation percentages in the neighboring states of Minnesota and Michigan, yet Wisconsin still demonstrated a high percentage of homeowners when compared to other states across the nation. This information could motivate potential homebuyers to become part of the majority and purchase a home of their own. The map also includes statistics tracing the overall percentage of owner-occupied units in the United States since 1900. With 46.7% of American dwellings occupied by homeowners in 1900 and a projected 60% in 1960, the information presented in the plan book indicated a growing trend to purchase and live in one’s own home. This information educated the public on the growth of homeownership and also provided statistical support for joining the nation’s homeowners by purchasing or building a home. The plan book also included a basic analysis of the Housing Act of 1954. Breaking down the newly passed legislation into easily digestible bullet points, the National Association of Home Builders provided the public with up-to-date knowledge of new housing and home repair loans. The lower down payments and higher mortgage allowances offered by the Housing Act of 1954 meant that more families could purchase or build homes and that these
homes could be larger or of higher quality. Providing an accessible guide to this information, the Parade of Homes alleviated potential financial anxieties and delivered important information for homebuyers to consider. As an educational initiative, the Parade of Homes provided visitors with the basic tools needed to attain a home of their own. After touring the homes and learning the benefits of homeownership, Parade goers could easily look into financing options, contact one of the banks or loan agencies advertised in the plan book, and get one step closer to achieving the promised life of a homeowner.

In order to sell homes, the National Association of Home Builders and the Madison Builders Association needed to sell the appeal of homeownership. Showcasing the benefits of owning a home to a broad range of visitors with varying needs and desires, local Madison builders created a variety of homes that were sure to entice members of the public. Carefully constructing a modern lifestyle of ease, convenience, and comfort, the Parade of Homes offered visitors an ideal image of the homeowner’s existence. The Parade surrounded guests with the latest in domestic design and presented an enticing vision for a future in their own homes. As a part of the Westmorland neighborhood, the 1954 Odana Heights Parade of Homes provided visitors with an already established community where they could imagine weekends spent in the garden, their children playing in the parks, and festive neighborhood celebrations. The Parade of Homes informed visitors of home buying trends and educated the community on the perks of buying a house, becoming part of a community, and possessing pride in their homes and neighborhoods. By purchasing a home, Parade goers could be one step closer to attaining

this model life. The promised lifestyle was, however, only a vision—a carefully
constructed marketing tool created to entice consumers, increase home purchases, and
benefit the Madison building industry. Selling the latest innovations in building practices
and design, the Parade of Homes created an image of the life lived in a newly constructed
home. It placed the homeowner within a community and created an ideal, simplified, and
fulfilling lifestyle attainable to homeowners alone. The Parade of Homes sold more than
houses; it sold the American dream of homeownership.
Bibliography


*United States Statutes at Large* 58 Stat. L. 284.


Figure 1. Location of Madison’s 1954 Odana Heights Parade of Homes. Google Maps.

Figure 2. Guide to Madison’s 1950 Parade of Homes, Wisconsin State Journal, September 10, 1950.
Figure 3. Aerial view of the 1954 Parade of Homes site. John Newhouse Collection. Wisconsin Historical Society Archives, Image ID 109577.
Figure 4. Word cloud data visualization of adjectives and features mentioned in the Madison Builders Association, *This is Your 1954 Plan Book: 4th Annual Parade of Homes* (Madison, WI: Madison Builders Association, 1954). The words’ sizes correspond to their incident frequency within the plan book—larger words appear most frequently, while smaller words appear less often. Created by author.
You would love to live in this beautiful year 'round air conditioned home. This attractively designed home features simplicity in modern design and comfortable family living. The three bedrooms have medium size windows to afford privacy and permit easy placement of furniture. You will admire the charming bathroom with its colored fixtures, large mirror, vanity, and genuine ceramic tiles. You will be amazed when you see the eight closets which provide more than ample storage. The screened porch is wonderful for summer dining. Valance lighting in the 12 ft. living and dining rooms adds to the beauty and livability of this home. This is a home you'll be proud to own.

Cliff Kolberg, BUILDER
APT. 8F, TRUAX PARK 4-5862

This unique floor plan is selected because it features a garage in the middle of the house to effectively separate the living area from the sleeping area. The three large bedrooms are fully equipped with the latest and most modern closets and appointments. The bathroom is finished in ceramic tile. A complete and separate dining room, a much desired feature, provides adequate eating area. The brick fireplace and the special oak trim dress up the living area. The kitchen, equipped with built-in range and oven, is a dream with the adequate and custom built cabinets. A grade door in the basement and large windows make the recreation area and laundry more usable and desirable. A spacious freezer and dark storage area is provided under the garage. This house of many notable features will prove a great attraction.

Bauer and Needham, CONTRACTORS
646 GATELY TERRACE 3-2050

This is IT! This attention-getting bedroom, 1 1/2 bath house dramatically emphasizes what can be done with vertical siding and a touch of brick veneer and brick planter; its pleasing low lines are accentuated by a 3 foot roof overhang.

Truly a dream home complete with spacious living room, dining "L", and kitchen all with New Look sloping ceilings. Gadgets are entitled in favor of sound building of highest quality. Noteworthy features are the large attached porch and oversized single-car garage.

EASY LIVING! Yes, this compact design allows you to build on a mediumsized lot and still retain all the features that are necessary for convenient and happy living.

Grant Kittle, BUILDER
537 HOLLY AVENUE
3-4703